

CAUSE-RELATED MARKETING: IT'S INFLUENCE ON CONSUMERS' CHOICE OF HYPERMARKET

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ABSTRACT

Malaysia has undergone market changes which lead to transformation from small shops to larger scale shops due to the globalization. The larger scale shop such as hypermarkets will increase the supply from local suppliers if the demand of consumers toward local product is high. This indicates that cause-related marketing concept can be applied if consumers are favour to hypermarkets that intend to support local product. Therefore, this study aims to examine the factors that influence consumers' participation intention on "support local product" CRM campaign in the Malaysia context. There were six variables included to determine their effects on participation intention in "support local product" campaign which were firm motive, perceived corporate social responsibility, offer elaboration, brand attitude, ethnocentrism and environmental concern. Multiple regression and one-way ANOVA analysis were used to carry out data analysis. The results of multiple regression analysis indicated that all the predictors have significant relationships with participation intentions except for firm motive. Based on the findings, hypermarket might choose to engage in CRM campaign that use "support local product" as a cause. By doing so, it might assist the hypermarket to differentiate themselves with other competitors in retail industry.

Keywords: Cause-related marketing; Hypermarket; Local product; Participation intention.

1. INTRODUCTION

Globalization leads to the expansions of multinational companies in various countries across the world. A lot of retail multinationals like Carrefour, Tesco, Ikea, Giant and so on penetrates into different countries especially in Asia region (McKinsey Quarterly, 2004; Wrigley, Coe, & Currah, 2005). Since mid-1990s, Malaysia has also undergone market changes for retail industry due to the globalization. At the same time, the growth of economy in Malaysia also attract numerous major international retailers like IKEA, Tesco, AEON Big (previously Carrefour), AEON (previously Jusco) and others to enter the domestic market (Kaliappan, Alavi, Abdullah, & Zakauallah, 2009).

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According to Wrigley et al. (2005), the retail multinationals have turned their attention to the developing and emerging markets of East Asia.

Increasing number of foreign retailers has changed the competition environment of the domestic market in retailing industry (Mad Nasir and Jinap, 2005). The impacts of emerging of hypermarkets not only affect the small local retails, but also small local suppliers. Many small retails claimed that their revenues have been decreased significantly. Some of them are going out of business and subsequently closing down due to intense competition from hypermarkets. Therefore, the government has to impose guidelines on foreign hypermarkets to enable local retailers to capture some of the retail markets (Mariam, 2014). The Ministry of Domestic Trade Cooperatives and Consumerism (MDTCA) has introduced the Foreign Participation in Wholesale and Retail Trade Guidelines in 1995 to limit the expansion of foreign hypermarkets and to avoid them from monopolized the retail market in Malaysia.

In the hypermarket context, customer is perceived as one of the important stakeholders as customers' contribute to their revenue and profit. Thus, it is essential for hypermarkets to meet customers' requirements and needs. For example, if consumers are more likely to purchase local made products, hypermarkets will collaborate with local suppliers. If customers think that assist local suppliers is a must for hypermarkets, hypermarkets will be more likely to help local suppliers. In order to encourage foreign hypermarkets to have more local supply, the MDTCA has introduced the local content policy in December 2004 (MDTCA, 2010). Based on the policy, it required the foreign hypermarkets to have at least 30 percent of local product on their shelf. This policy seemed like able to increase the procurement of local product by hypermarkets.

Cause-related marketing (CRM) is defined as the process of developing and executing marketing strategies that are characterized by an offer from the company to donate a certain amount of money to a specific social cause (Varadarajan & Menon, 1988). In other words, CRM was a promotion that done together by linking the product brand and non-profit organization (Du, Hou, & Huang, 2008). According to Che'ron, Kohlbacher, & Kusuma (2012), CRM was the strategy used by corporations to enhance their corporate image and increase revenue through partnering with charity organizations. Basically, CRM attracts and triggers the consumers' purchase intention by supporting social causes. Anuar, Adam, & Mohamad (2014) contended that CRM is an innovative marketing strategy which enables companies to differentiate their brands in intense competition environment.

CRM is a strategy that uses supporting social cause to increase the sales (Varadarajan & Menon, 1988). There are numerous benefits that use CRM as marketing strategy like enhance image of the company, increase sales and brand differentiation (Lee & Lee, 2015; Che'ron et al., 2012). There has been a large increase of the CRM campaigns which have resulted in intense competition. It is also observed that the many companies have placed great efforts by giving donations to social causes (Gautier & Pache, 2015; Howie, Yang, Vitell, Bush & Vorhies, 2015). The social causes that used in CRM campaign usually related to charitable causes or organizations like UNICEF and Cancer Foundation (Kota, Ramana & Mallikarjuna, 2014; Chang & Liu, 2012; Folse, Niedrich, & Grau, 2010), and British Airlines and UNICEF (Rian, 2013).

In Malaysia, numerous companies actively participated in CRM. For instance, Kentucky Fried Chicken (KFC) engaged in CRM campaign by supporting World Hunger Relief Funds since 2006.

Some portion of the purchase price in KFC menu items was donated to the World Hunger Relief Funds in order to help poor people who are suffered in hunger and illness. Moreover, brands like Colgate and The Body Shop also engaged CRM campaign in order to increase sales while contributing to social cause. For example, Colgate donated RM70,000 to seven orphanages in 2008 and F&N donated to National Children's Welfare Foundation through their CRM campaign (Anuar & Mohamad, 2012). Other companies such as Sekinchan Ikan Bakar Restaurant and Harian Metro have engaged in CRM campaign by supporting Tabung Titipan Kasih Harian Metro. In this CRM campaign, for every order above RM15 at the restaurant, the restaurant donated RM1 to the needy. Besides that, in 2010, F&N and Creative Juice-Sil also engaged in the CRM campaign by supporting the National Children's Welfare Foundation. Through this CRM campaign, the companies have donated RM150,000 to the National Children's Welfare Foundation (Anuar et al., 2014).

Although there are many companies have conducted the CRM campaigns supporting various causes ranging from education, health and orphanages (Anuar et al., 2014), there is still limited research on this topic (Howie et al, 2015) and not much was known on CRM campaign that use support local product. Thus, the reaction or attitude of consumers towards this kind of CRM campaign is undiscovered. Based on the statement above, it is sufficient to prompt this study by closing the gap in literature as there is lack of study on consumers' perception on "support local product" CRM. Besides that, CRM campaign which uses "support local product" as the cause is able to address the concerns of Malaysian on the local small supplier issue. Therefore, this study might provide solutions to the practitioners on this issue. Thus, the objective of this study is to examine factors that influence participation intention of consumers on "support local product" CRM campaign.

2. HYPOTHESES DEVELOPMENT

2.1. *Firm Motive*

Firm motive is a vital determinant on consumers' intention to participate in CRM campaign (Moosmayer & Fuljahn, 2013; Webb & Mohr, 1998). Firm motive is defined as the degree to which the actions of firm in engaging with CRM campaign are viewed as other-serving. Barone, Miyazaki, & Taylor (2000) asserted that consumers' perception on why company support the cause was essential in influencing consumer to participate in CRM campaign. Besides that, research has shown that perceived firm motives also influenced consumers' responses to cause-related marketing efforts (Gao & Mattila, 2014). Based on persuasion knowledge model developed by Friestad & Wright (1994), CRM campaign will trigger the persuasion knowledge and consumers will react by a rational persuasion coping behaviours which results in inferences of firm motive. Besides that, the attribution theory also explains how the firm motive influences the participation (Kelley, 1967). Based on the theory, individual tends to explain their behaviour based on perceived cause. In the CRM context, consumers make inferences on the firm motive and react accordingly. For example, if consumers think that the firm is not altruistic in helping the cause, they will reject to participate in the campaign. Therefore, consumers' perception on firm motive affects their participation in CRM campaign. As mentioned in the work of Barone et al. (2000) and Moosmayer & Fuljahn (2013), positive perception on the firm motive leads to higher participation in CRM campaign. Hence, H1 is proposed below:

H1: There is a positive relationship between firm motive and participation intention in “support local product” CRM campaign

2.2. Perceived CSR

Perceived CSR is the view or perception of consumer on CSR. Du, Qian & Feng (2014) and Brown & Dacin (1997) defined perceived CSR as the perceived genuine concern by the business firm for the charitable cause as in the CRM campaign. From the literature, consumers were more alert of cooperate governance and CSR of the firm. Their purchasing intention was based on the perceived CSR of the firm (Ellen, Mohr, & Webb, 2000; Webb & Mohr, 1998). According to Rim, Yang & Lee (2016), when an organization engaged in corporate social responsibility activities, the public is likely to appreciate the organization and most likely will purchase the organization's products. For example, they are willing to reward a company by buying product or involving in CRM campaign. Thus, if consumers perceived that the firm had been socially responsible, the firm will be perceived having altruistic in engaging in CRM campaign. Therefore, the consumers were more likely to join the CRM campaign (Folse et al., 2010; Grau & Folse, 2007). Besides that, theory of planned behaviour suggested that intention was influenced by attitude (Ajzen & Fishbein, 1975). Perceived CSR refers to an attitude toward the firm's anticipation and action (Zenisek, 1979). Therefore, H2 is hypothesized below:

H2: There is a positive relationship between perceived CSR and participation intention in “support local product” CRM campaign

2.3. Offer Elaboration

Offer elaboration is defined by Baker & Lutz (2000) as cite in Folse et al. (2010) as the degree of self-perceived understand regard the offer. According to Luce (1998), consumers often choose avoidant responses when they have difficulty to make decision that needs some attributes' trade-off. Similar concept is applied in the CRM context. Consumers tend to relate their own experience and personal relevance to the message at the deeper level and finally consumers tend to embellish the message information and add positive or negative attributes. Extent of elaboration will moderate the relationship between participation effort and attitude toward the firm, but not purchase intention or intention to participate in the campaign. The consumers are experiencing hedonic benefits from active participation and this should not change with increased elaboration (Kota & Srivalli, 2015). Folse et al. (2010) asserted that if consumers perceived the CRM information and messages is complicated and lack of elaboration, consumers are more likely decide not to participate. This is because consumers might want to avoid from negative emotions due to complex decision making process as suggested by theory of trade-off difficulty. Therefore, when the consumers perceive that the CRM information and messages is clear and straight forward, they are more likely to participate in the CRM campaign. Hence, H3 is proposed below:

H3: There is a positive relationship between offer elaboration and participation intention in “support local product” CRM campaign

2.4. Brand Attitude

Brand attitude refers to overall evaluation of the brand or product (Mitchell & Olson, 1981). According to the theory of planned behaviour, Ajzen & Fishbein (1975) asserted that the attitude is the degree of an individual has a favourable or unfavourable evaluation towards something. In this study, the brand attitude can be defined as the evaluation of consumers towards the hypermarkets. In other words, brand attitude refers to the mindset, perception and feeling towards the hypermarkets in this study. According to Ajzen (1991), attitude leads to behavioural intention and action based on theory of planned behaviour. Folse et al. (2010) indicated that the attitudes towards a brand will positively influence the participation intention in CRM campaign. Besides that, Melero & Montaner (2016) proposed that CRM initiatives with a high perceived fit between the brand and the cause would lead to higher credibility, a more positive attitude towards the brand, and also a higher purchase intention. Their research findings showed that the higher the fit between the product and the cause, the more favourable the credibility of the campaign and the brand attitude. Therefore, if consumers have positive evaluation or attitude toward hypermarkets, they will more likely to have higher intention to participate in CRM campaign. Thus, H4 is hypothesized as below:

H4: There is a positive relationship between brand attitude and participation intention in “support local product” CRM campaign

2.5. Ethnocentrism

Haque (2003) contended that an individual will commit to his or her country to ensure the national interest is protected or to make sure national progress. Ethnocentrism refers to the idea and faith that products from one’s ethnic environment are superior to others (Bamfo, 2012). According to Shimp & Sharma (1987), consumer ethnocentrism focuses on the obligation and morality of buying foreign-made products and the loyalty of consumers to products made in home country. Consumers with high level of ethnocentrism tend to buy local made products (Bamfo, 2012; Upadhyay & Kumar, 2006). When a domestic brand is perceived of as high equity, it will enhance the positive relationship between consumer ethnocentrism and preference for a domestic brand. When an import brand is perceived of as high equity, it will mitigate the negative influence of consumer ethnocentrism on preference for the import brand, thus leading to a higher preference for import brands (He & Wang, 2015). Based on the social identity theory, individual will feel pride when they are belonged to a group (Tajfel & Turner, 1979). Therefore, the concept of ethnocentrism is aligned with the theory of social identity (Lantz & Loeb, 1996). Furthermore, there are few studies found that Malaysian consumers have strong sense of ethnocentric and most likely they will support CRM campaign that uses support local product as a cause due to high level of ethnocentrism (Bojei, Tuah, Alwie, & Ahmad, 2010; Kamaruddin, Mokhlis, & Othman, 2002; Tabassi, Esmailzadeh, & Sambasivan, 2012). Thus, H5 is hypothesized as below:

H5: There is a positive relationship between ethnocentrism and participation intention in “support local product” CRM campaign

2.6. *Environmental Concern*

The growing of consumers' awareness on environmental issues had been proven as more consumers are willing to purchase green products or participate in green campaign that concern on environmental issue (Gardyn, 2003; Phau & Ong, 2007). Carbon footprint is one of the popular environmental issues that rise and it is related with consumerism activities. Pathak, Jain, Bhatia, Patel, & Aggarwal (2010) asserted that reduction of carbon footprints can be done on reducing the product transportation distance from the manufacturer to retailer. Therefore, using local supply will definitely reduce the carbon footprints. Value-belief norm theory of environmentalism developed by Stern (2000) is used to explain how environmental concern affects the behaviour of an individual. Based on the theory, individual will take pro-environmental actions like green consumerism if they believed that that are able to decrease the threats to the environment. According to Yadav & Pathak (2016), the environmental concern significantly influences the consumer's attitude towards the eco-friendly products and services, which further influence their purchase intention. This indicates that environmental concern is an important variable which influences the consumers' attitude as well as their green purchase intention. In CRM context, it is likely that individual that has environmental concern will support campaigns that support local product. Therefore, H6 is proposed as below:

H6: There is a positive relationship between environmental concern and participation intention in "support local product" CRM campaign

3. METHODOLOGY

In this study, quantitative approach was used as the research method based on the objective of the study. The mall intercept survey method was used whereby respondents are intercepted in shopping malls in Klang Valley. Klang Valley was chosen in this study because it lies between Selangor state and the Federal Territory which includes large cities and was also due to the availability of modern retail outlets (Chamhuri and Batt, 2013). The questionnaire was chosen for experimental design and was distributed to respondents who were the customers for hypermarkets. A cross-sectional study was adapted in this study as the data collection was done in a defined time which was differing from longitudinal studies. A total of 280 samples were collected but only 241 were usable for analysis. The rest of the samples were removed because they contained more than 30% of missing value.

Since the context of the study is focus on hypermarket, the consumers in Malaysia were chosen as the target population. This study was consistent with (Hou et al., 2008) which used consumers as target respondent. Due to the absent of sampling frame, it was not possible for researcher to use probability sampling technique. Therefore, convenience sampling and quota sampling were employed in this study. Convenience sampling was used where customers of hypermarket who are conveniently accessible by researcher will be approached (Babbie, 2001). Besides that, quota sampling was used to ensure sufficient representation of three main ethnic groups in the sample, following population composition of 65 percent of Malay, 25 of percent Chinese and 10 percent of Indian and others (Department of Statistics Malaysia, 2013).

A hypothetical CRM campaign advertisement was design for this study (Appendix 1) and it was included in the questionnaire. The advertisement explained “support local product” CRM campaign where five percent of local product sales will be channelled to a fund which help small local supplier like paying their shelf fees, subsidized promotional campaign and so on. All questions in the questionnaire were measured based on five-point Likert scale (e.g. Strongly Disagree/Strongly Agree; none/very much). This was consistent with the measurement in previous studies (Moosmayer & Fuljahn, 2010; Ross, Patterson, & Stutts, 1992). The objective of the advertisement was to give a clearer picture to respondents on CRM campaign. Hence, researcher adopted the design from the example advertisement used in the research done by Folse et al. (2010). In the advertisement design, food had been chosen since most of the CRM campaigns in Malaysia are related to FMCG (Anuar & Mohamad, 2012). Besides that, TESCO brand had been chosen in designing the advertisement due to the popularity among consumers.

Appendix 2 showed the measurements used in this study. The measurement of participation intention (4 items) was adopted from Grau & Folse (2007), the firm motives (6 items) was measured using the scale adopted from Szykman, Bloom, & Blazing (2004), perceived CSR (5 items) was measured using the scale adopted by Brown & Dacin (1997), offer elaboration (5 items) was adopted from Laczniak & Muehling (1993), brand attitude (4 items) adopted from Mitchell & Olson (1981), ethnocentrism (5 items) was adopted from Shimp & Sharma (1987), and environmental concern (6 items) was measured using the scale adopted by Gam (2011).

A few statistical techniques were used to analyse the data such as reliability test, descriptive analysis, multiple regression analysis and one way ANOVA analysis. The purpose of the reliability test is to ensure the consistency of measurement items. For descriptive analyses, it was used to understand the demographic profiles of respondents. As for multiple regression analysis, it was used to identify the relationship between a dependent variable and one or more independent variables (Cohen, Cohen, West, & Aiken, 2013). In addition, it can be used to determine how much the dependent variables explain the total variance of the independent variables and also the contribution of each predictor to the total variance explained. The one-way ANOVA was used to determine whether there are any significant differences between the means of two or more independent groups like ethnicity, income level and so on.

4. DATA ANALYSIS AND DISCUSSION

4.1. *Descriptive Analysis*

In this study, a total of five questions were included in the descriptive analysis which was gender, age, ethnicity, income level and marital status. As shown in Table 1, majority of the respondents were female (66%) while the rest were male. Majority of the respondents who had participated in this study fell under age range between 21 to 30 years old which represented 156 respondents or 65% of total respondents. This was followed by the second group of respondents that fell under age 20 years old and below which constituted 19% of total respondents. The age range for the third group fell under age 31 to 40 years old which formed 12% of the total respondents. Conversely, respondents that aged between 41 to 50 years old formed 4% of total respondents. Lastly, the respondents who were aged between 51 to 60 years old were the least in the total respondents. As for ethnic, half of the respondents were Malay, one third were Chinese, with Indian attained the

figure of 11%. The category of others (5%) consists of other ethnics which were not Malaysia's three major ethnics. Most of the respondents who had participated in this study fell under the range of income level less than RM2,000 which constituted 59% of total respondents. The second group of the respondents fell under the range of income between RM2,001 to RM4,000 which represented 14% of total respondents. This was followed by third group which fell under the range of income level in between RM4,001 to RM6,000, represented 10% of total respondents. It showed that majority of consumers were in low and medium income level. For respondents fell under the range of income level between RM6,001 to RM8,000 and RM8,001 to RM10,000, they represented 8% and 6% of total respondents respectively. The rest of the respondents possessed high income level which were above RM10,001 (4%). For marital status, majority of the respondents were single (83%) while the rest were married.

Table 1: Respondents' Profile

	Frequency	Percentage
Gender		
Male	81	34
Female	160	66
Age		
20 years old or less	47	19
21-30 years old	156	65
31-40 years old	28	12
41-50 years old	9	4
51-60 years old	1	1<
Ethnicity		
Malay	125	52
Chinese	78	32
Indian	27	11
Others	11	5
Monthly Income Level		
RM2,000 and below	142	59
RM2,001 - RM4,000	33	14
RM4,001 - RM6,000	25	10
RM6,001 - RM8,000	20	8
RM8,001 - RM10,000	14	6
RM10,001 - RM12,000	6	3
RM12,001 - RM14,000	1	1<
Marital Status		
Single	199	83
Married	42	17
Total	241	100

4.2. Reliability Analysis

The Cronbach's Alpha Test was used to measure the reliability for each construct in this study. Based on the Nunnally (1978) reliability analysis principle, a Cronbach's Alpha value of greater than 0.7 is considered as having a good internal consistency. Table 2 had shown Cronbach's alpha for Firm Motive was 0.90 which was high internal consistency for the scale. This was followed by Perceived CSR (0.74), Offer Elaboration (0.88), Brand Attitude (0.90), Ethnocentrism (0.83), Environmental Concern (0.87) and Participation Intention (0.87). All the influencing factors and participation intention had Cronbach's alpha greater than 0.7. Therefore, the constructs were reliable for further analysis.

The means and standard deviations of the respondent's responses on the seven constructs were included in Table 2. Five-point Likert scale was employed in this study. The highest mean score was environmental concern, with mean score of 4.37 and standard deviation was 0.55. In other words, consumers generally were concerned about the environment. Brand attitude had the mean score of 3.74 and standard deviation of 0.69. Firm Motive (M=3.68, SD=0.70), Perceived CSR (M=3.67, SD=0.55) and Offer Elaboration (M=3.59, SD=0.68). The score of higher than 3 (neutral) indicated that respondents generally perceived that the hypermarket had favourable brand perception, favourable firm motives, favourable perception of CSR and acceptable explanations for the products or offer. The ethnocentrism score of 3.72 (SD=0.73) indicated that generally respondents were ethnocentric. On the other hand, the mean score for participation intention was 3.98 and standard deviation was 0.63 which was higher than neutral level (M=3.00), indicated that the respondents generally had intention to participate in supporting local product campaign.

Table 2: Cronbach's Alpha, Mean and Standard Deviation

Influencing Factors	No. of Items	Cronbach's Alpha	Mean	Standard Deviation
Firm Motive	6	0.90	3.68	0.70
Perceived CSR	5	0.74	3.67	0.55
Offer Elaboration	5	0.88	3.59	0.68
Brand Attitude	4	0.90	3.74	0.69
Ethnocentrism	5	0.83	3.72	0.73
Environmental Concern	6	0.87	4.37	0.55
Participation Intention	4	0.87	3.98	0.63

4.3. Multiple Regression Analysis

Multiple regression analysis was used to test hypotheses H1 until H6 in this study. Stepwise multiple regression analysis was chosen to identify the best combination of independent variables that predict consumers' intention to participate in "support local product" campaign. In other words, this analysis was done to understand the influences of independent variables (firm motive, perceived CSR, offer elaboration, brand attitude, ethnocentrism and environmental concern) towards the intention to participate in support local product campaign (dependent variable).

Table 3: Multiple Regressions on Participation Intention

Dependent Variable	Independent variable	Standardized Coefficient (Beta)	t	Significant
Participation Intention	Offer Elaboration (H3)	0.38	7.26	0.000
	Ethnocentrism (H5)	0.27	5.36	0.000
	Environmental Concern (H6)	0.19	4.11	0.000
	Brand Attitude (H4)	0.13	2.51	0.001
	Perceived CSR (H2)	0.12	2.27	0.024
	Firm Motive (H1)	0.07	1.04	0.300

Adjusted R Square = 0.53

Table 3 has shown the coefficient for offer elaboration was 0.38 with the significance level of 0.000 ($p \leq 0.05$). This result indicated that the offer elaboration was the strongest predictor factor for consumers' intention to participate in "support local product" campaign. Thus, H3 was supported which means that there is positive relationship between offer elaboration and participation intention. This indicated that the more attractive the elaboration of the campaign, the higher the intention to participate. The findings support the result of Folse et al. (2010), where respondents were reported more willing to participate in CRM campaign if they were clear about the information of the campaign. Based on the theory of trade-off difficulty (Luce, 1998), consumers often choose not to participate in CRM campaign that has complicated and ambiguous messages and vice versa. Hence, the results of this study also consistent with the theory of trade-off difficulty.

For ethnocentrism, the coefficient was 0.27 with significance level of 0.000 ($p \leq 0.05$). Therefore, H5 was supported, there is a positive relationship between ethnocentrism and participation intention in "support local product" campaign. In other words, those who are ethnocentric (proud of Malaysian products) were more likely to participate in the campaign. This result was consistent with previous study done by Shimp & Sharma (1987), which indicated that consumer with high level of ethnocentrism felt obligated to purchase products that made in home country. Furthermore, they were also loyal to the products that produced domestically. Besides that, Bamfo (2012) and Upadhyay & Kumar (2006) reported the similar results where consumers with high level of ethnocentrism tend to buy local made products. Social identity theory contended that individual feel pride when they are belonged to a group (Tajfel & Turner, 1979). In other words, individual with high level ethnocentrism will do anything that beneficial to the groups (i.e. national group). This indicates that the results of the study also aligned with the theory of social identity.

The third factor, environmental concern had a coefficient of 0.19 and significance level 0.000 ($p \leq 0.05$). Hence, H6 was supported which means that there is a positive relationship between environmental concern and participation intention in "support local product" campaign. This suggested that those who care for environment were more likely to participate in such campaigns. The findings of this study were consistent with the value-belief norm theory of environmentalism (Stern, 2000). The theory proposes that individual will take pro-environmental action in order to decrease the threat of the environmental issue. Therefore, consumers who are pro-environment willing to participate in "support local product" campaign as buying local product is part of environmental protection action.

The fourth factor, brand attitude had coefficient 0.13 and significance level of 0.001 ($p \leq 0.05$). Therefore, H4 was supported, indicated that there is a positive relationship between brand attitude and participation intention in “support local product” campaign. This showed that as long as the consumers are favourable to the brand or hypermarket, they are more likely to participate in the “support local product” campaign. According to the theory of planned behaviour (Ajzen, 1991), if consumers have positive evaluation or attitude towards hypermarket, they will be more likely to participate in CRM campaign. This is because positive attitude leads to intention. Therefore, the result supports the theory. In addition, it also provided support to the findings of Folse et al. (2010) who found that positive attitude towards the brand of the product lead to intention of purchase.

Perceived CSR had a positive coefficient of 0.12 and significance level of 0.024 ($p \leq 0.05$). Hence, H2 was supported, suggesting that there is a positive relationship between perceived CSR and participation intention in “support local product” campaign. This suggested that those who already had good perception towards hypermarket CSR image were more likely to participate. They believed that hypermarket is altruistic to engage in “support local product” campaign that raise fund to help local suppliers. If consumers perceived that the hypermarket has been a good corporate citizen, they are more willing to help the hypermarket in this campaign. The result is consistent with a few of previous studies (Ellen et al., 2000; Folse et al., 2010; Grau & Folse, 2007) which found that respondents were more willing to participate in CRM campaign offered by firm that has good CSR image. Furthermore, the result is also consistent with the theory of planned behaviour. According to Ajzen & Fishbein (1975), attitude affects the intention. Perceived CSR is the attitude towards the firm which influences the participation intention.

On the other hand, the coefficient of firm motive although positive as predicted ($r=0.07$), it had a significance level of 0.300 which was above 0.05. In other words, H1 was not supported suggesting that there is no significant relationship between firm motive and participation intention in “support local product” campaign. This indicated that firm motive did not influence participation intention. The results of the study are contradict with the previous studies of Moosmayer & Fuljahn (2013) who found that companies’ motive towards profit-oriented rather than altruistic motives, led to more negative evaluations from consumers towards the product. Moreover, Webb & Mohr (1998) and Barone et al. (2000) also pointed out that firm motive is vital in influencing consumers’ intention to participate in CRM campaign. Besides that, the results of this study also not consistent with the attribution theory (Kelley, 1967). The theory basically pointed out that firm motives have impact the intention of the consumers to participate in CRM campaign. The possible reason of the contradiction is the difference in the context of the study. Most of the previous studies were conducted in countries like Germany, U.S.A, China, Japan and so on. The perception of consumers from these countries on firm motive might be different to Malaysian consumers due to cultural differences. Malaysian is classified by Hofstede (1980) as low uncertainty avoidance culture. This indicates that Malaysian generally does need to have a lot of information in decision making. In the case of participation in a good cause (support local product), firm’s motive information is not relevant to Malaysian. Consequently, they do not considered the firm motive as important factor in deciding whether to participate or not in “support local product” campaign.

Also, the social cause of this study which is support local product probably explains why firm motive is not important in this campaign. Most of the studies done previously used social causes like animal right, human right, diseases and so on, whether firm motive was found important in influencing consumers’ participation intention. The cause of “support local product” was more

easily related by consumers who would eventually benefit from better local product quality. Thus, the cause probably is closer to the heart of the consumers who feel that this is the right thing to do irrespective of firm motive. The results were also consistent with some of the studies such as by Kuo & Rice (2014) and Ladero et al. (2013). Both studies indicated that firm motive did not significantly influence the consumers in purchase intention or become loyal customers. It might due to others factors like cause-proximity, donation proximity and firm-cause fit were perceived more important by consumers as compared with firm motives. Thus, consumers would participate in CRM campaign regardless the motive of business firm.

Overall, the regression model had adjusted R-Square of 0.53, indicated that 53% of variances in participation intention was explained by five significant factors which were offer elaboration, ethnocentrism, environmental concern, brand attitude and perceived CSR. In other words, 47% of variance was explained by factors not included in this study. In marketing research, R-square values of 0.75, 0.50 and 0.25 can be described as substantial, moderate and weak (Hair, Black, Babin & Anderson, 2013). According to Cohen (1988), R-square values of 0.26, 0.13 and 0.02 can be explained as substantial, moderate and weak. Thus, this indicated that the R-square value for this study was at the moderate to substantial level.

4.4. One Way ANOVA Analysis

Although not hypothesized, one additional analysis was conducted to understand participation intention differences across ethnic groups. The one way ANOVA analysis basically was used to determine the differences on mean across two or more groups like ethnic and income level. In this study, ethnic was used to understand participation intention differences. Table 4 showed that the result of the mean and standard deviation for participation intention across ethnics. The highest means scores for participation intention was 4.15 for Indian, followed by Malay (4.12) and Chinese (3.77). Lastly, other ethnics like Iban, Kadazan, and so on score 3.57 for participation intention in "support local product" campaign.

Table 4: Mean & Standard Deviation for Participation Intention across Ethnics

Participation Intention	Races	Frequency	Mean	Standard Deviation
	Malay	125	4.12	0.60
	Chinese	78	3.77	0.59
	Indian	27	4.15	0.64
	Others	11	3.57	0.72
	Total	241	3.98	0.63

According to the principal of ANOVA analysis, any variables that have significance value of greater than alpha value of 0.05, signifies that there is no mean difference among groups. In contrast, if the variable has significance value smaller than alpha value of 0.05, it means that there is existence of mean differences among the groups. Table 5 showed the result of the ANOVA analysis. The significance value of participation intention was 0.000 which was smaller than alpha value of 0.05. Thus, there was mean difference for participation intention across ethnic groups.

Table 5: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Participation Intention	Between Groups	8.579	3	2.860	7.754	.000
	Within Groups	87.408	237	.369		
	Total	95.987	240			

Table 6 shows the multiple comparisons for participation intention across races. There were a total of three groups with significance value below alpha value of 0.05. In other words, it signified that there was a significant mean difference between Malay and Chinese, Malay and other ethnics, Chinese and Indian in terms of participation intention in support local product campaign. In other words, Indian (M=4.15) and Malay (M=4.12) were more likely to participate in “support local product” campaign compared to Chinese (M=3.77) and others (M=3.57).

Table 6: Multiple Comparisons for Participation Intention across Ethnicities

Dependent Variable	Race(I)	Race(J)	Mean Difference (I-J)	Std. Error	Sig.
Participation Intention	Malay	Chinese	.35197*	.088	.001
		Indian	-.03015	.129	.997
		Others	.54982*	.191	.043
	Chinese	Malay	-.35197*	.088	.001
		Indian	-.38212*	.136	.050
		Others	.19784	.196	.796
	Indian	Malay	.03015	.129	.997
		Chinese	.38212*	.136	.050
		Others	.57997	.217	.071
	Others	Malay	-.54982*	.191	.043
		Chinese	-.19784	.196	.796
		Indian	-.57997	.217	.071

5. CONCLUSION AND IMPLICATIONS

This study aimed to examine factors that influenced participation intention of consumers on “support local product” campaign. The study also showed that most of the consumers in Malaysia were willing to participate in “support local product” campaign. Thus, this indicates that “support local product” campaign is a feasible strategy for hypermarkets. Hypermarket can use this campaign to attract more consumers and differentiate themselves with competitors while helping the small local suppliers.

Based on the ANOVA analysis, there is mean differences across ethnicities in participation intention. India and Malay score higher mean participation as compared to Chinese and other races. This result is consistent with the findings by Rozhan, Ahmad, & Abu (2009) in which their findings showed that there was mean differences across ethnicities in purchase intention where Chinese

purchased and consumed food supplement as compared to other races. Besides that, this study also consistent with another study done by Khalil, Janejira, & Nor (2010) who found that there was difference in between Chinese and Malay in intention to use internet banking. Through the multiple regression analysis, five out of six factors tested were found significantly impact the consumers' participation intention on "support local product" campaign which were perceived CSR, offer elaboration, brand attitude, ethnocentrism and environmental concern.

The findings of this study showed that perceived CSR, offer elaboration, brand attitude, ethnocentrism and environmental concern have a significant effect on CRM participation intention. Therefore, the hypermarkets should provide a trouble-free and effortless process for participating in the CRM campaign and can apply CRM to all their products. Thus, the consumers can avoid the hassle of finding products that are tied to the CRM when trying to join the campaign.

As mentioned earlier, since customer is perceived as one of the important stakeholders as customers' contribute to their revenue and profit; it is essential for the hypermarkets to meet the customers' requirements and needs. If customers are more likely to purchase local made products, thus, the hypermarkets will collaborate with local suppliers. If the customers think that assist local suppliers is a must for hypermarkets, therefore, the hypermarkets will be more likely to help local suppliers. In addition, the MDTCA has introduced the local content policy in December 2004 in order to encourage foreign hypermarkets to have more local supply (MDTCA, 2010). Based on the policy, it required the foreign hypermarkets to have at least 30 percent of local product on their shelf. This policy seemed like able to increase the procurement of local product by hypermarkets and also to increase the opportunity of employment.

The findings in this study contribute to both the theoretical and managerial aspects. For theoretical implication, this study basically looks into the factors that influence consumers' participation intention on "support local product" campaign. This study extends the work of Folse et al. (2010) by adding in two additional variables in the framework. The two additional predictors were ethnocentrism and environmental concern in order to better explain participation intention in the Malaysia context. These two variables were found to significantly explained participation intention. Thus, this study adds value to the CRM literature. In CRM context, there is lack of known research that use support local product as the cause. Most of the studies employed social causes like human right, disease, disasters and so on (Du & Huang, 2008; Ellen et al., 2000; Fischer Stefan, & Hoyer, 2012; Golkar & Zeynali, 2013; Polonsky & Wood, 2001). Besides that, there is also lack of known research on CRM in Malaysia. Therefore, this study added value to the literature in these two ways; uses a different cause and test in Malaysia context.

For managerial implication, small local suppliers are struggling as strict standard and requirements imposed by the foreign hypermarkets had caused the increment of cost among the small local suppliers in running their business operations. In hypermarket context, customer is perceived as one of the important stakeholders as customers contributes to their revenue and profit. Since the study reveals that the consumers are generally willing to participate in "support local product" campaign, hypermarkets are encouraged to use that campaign to engage customers. This study provides a guideline for hypermarkets to design effective CRM campaign in Malaysia. Since offer elaboration is the strongest predictors, it is suggested that marketers provide comprehensive and clear information in the CRM campaign. The study also reveals that respondents who are environmental concern are more likely to participate in "support local product" campaign.

Therefore, hypermarket might want to highlight in campaign tag line how environment could be improved through this campaign. The findings also showed that brand attitude and perceived CSR were found to explain participation. Thus, hypermarkets are proposed to take good care of their brand and CSR image, so that the CRM campaign they introduced would be supported by consumers. Besides that, since ethnocentric consumers were found to more likely participate in the campaign, hypermarket could use tag line that appeal to ethnocentric individuals such as highlighting the fact that buying local products stimulate our country's economy.

This study has several limitations that warrant considerations. First, only 241 data was usable for data analysis. Larger sample size might improve the accuracy of the findings and more representable of the consumer population in Malaysia. Second, this study restricts the data collection to the consumers in Klang Valley area due to time and resources constraints. This might limit the generalizability of this study. It is suggested that the replication of the study at broader scope in Malaysia in order to improve generalizability of the findings of the study. Third, the six influencing factors that included in this study explained 53% of variance in participation intention. Thus, there might be some other relevant factors that also influencing significantly on the participation intention. There are many more predictors that able to ensure the CRM campaign succeed as highlighted in the literature. The predictors include donation situation, donation amount, gender, company cause-fit and so on (Cui, Trent, Sullivan, & Matiru, 2003; Gupta & Pirsch, 2006; Moosmayer & Fuljahn, 2010; Ross et al., 1992). Therefore, additional variables might able to improve the understanding on factors that influencing consumers' participation intention on "support local product" campaign.

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Appendix 1: A Hypothetical CRM Campaign Advertisement

TESCO

Sri Kulai®
Favourite Malaysian meals in minutes

Assam Fish with Rice
Ikan Masak Assam dengan nasi

Storage/Freezer Storage
-18°C

Net Weight/ Berat Bersih
280gm

955524980052C

1st Microwavable Frozen Ready-to-eat MALAYSIAN meal

HACCP
JAKA
INDUSTRY EXCELLENCE AWARDS 2010

Buy any “Made-in-Malaysia” products and TESCO will donate 5% of the sales to the Local Supplier Fund.

* Local supplier fund is a fund that established by TESCO in collaboration with SME corporation to help small local suppliers. The fund is used to assist small local supplier in terms of financial and technology support in order to improve their competency.

Disclaimer: The images and information on this advertisement are presented solely for academic research study. It doesn't reflect the brand and product in real-world.

Appendix 2: Measurement Scales

Constructs	Measurement Scales	Source
Participation intention (4 items)	<ol style="list-style-type: none"> 1. I think support local product campaign by hypermarket is a good idea. 2. I would be willing to participate in this "support local product" campaign. 3. I would consider purchasing product from hypermarket that "support local product" in order to provide help to the cause. 4. It is likely that I would contribute to this cause by getting involved in this "support local product" campaign. 	Grau & Folse (2007)
Firm motive (6 items)	<ol style="list-style-type: none"> 1. Impure/pure. 2. Selfish/unselfish. 3. Uncaring/caring. 4. Self-serving/society serving. 5. Uninvolved/involved. 6. Reactive/proactive. 	Szykman, Bloom, & Blazing (2004)
Perceived CSR (5 items)	<ol style="list-style-type: none"> 1. I think this hypermarket has a legitimate interest in the cause of "support local product". 2. This is a socially responsible hypermarket. 3. This hypermarket is a good corporate citizen. 4. Helping others appears important to this hypermarket. 5. This promotion benefits research more than it benefits this hypermarket. 	Brown & Dacin (1997)
Offer elaboration (5 items)	<ol style="list-style-type: none"> 1. How much attention will you give to the campaign that support local product. 2. How much will you notice this kind of the campaign that support local product. 3. How much will you concentrate on the information of this kind of campaign. 4. How involved will you with the message describing this kind of campaign. 5. How much thought will you put into evaluating this kind of campaign. 	Laczniaik & Muehling (1993)
Brand attitude (4 items)	<ol style="list-style-type: none"> 1. Bad/good. 2. Dislike/like. 3. Unfavourable/favourable. 4. Negative/positive. 	Mitchell & Olson (1981)
Ethnocentrism (5 items)	<ol style="list-style-type: none"> 1. Malaysian should always buy local-made products instead of imports. 2. It is always best to purchase local products. 3. It may cost me in the long-run but I prefer to support local products. 4. We should buy from foreign countries only those products that we cannot obtain within our own country. 5. A real Malaysian should always buy Malaysian-made products. 	Shimp & Sharma (1987)

Constructs	Measurement Scales	Source
Environmental concern (6 items)	<ol style="list-style-type: none"> 1. We should devote some part of our national resources to environmental protection. 2. It is important to me that we try to protect our environment for our future generations. 3. The increasing destruction of the environment is a serious problem. 4. We are not doing enough in this country to protect our environment. 5. It would mean a lot to me if I could contribute to protecting the environment. 6. The environment is one of the most important issues facing the world today. 	Gam (2011)